

Message Text

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SUBJ: FOREIGN BUYER PROGRAM: TOGOLESE WOMAN'S INTEREST IN BUYING
HAIR & BEAUTY PRODUCTS FOR BLACKS

REF: LOME 2268

1. IDENTIFICATION : MARIE-FRANCINE JOHNSON-AZOR;(ADDRESS: IN-
STITUT DE BEAUTE-PARFUMERIE; BOITE POSTALE 2282; LOME TOGO) IS
TOGO'S LEADING COSMETICIAN AND BEAUTY CONSULTANT. SHE HAD A SIMILAR
INSTITUTE IN PARIS FOR MANY YEARS BEFORE ACCOMPANYING HER TOGO-
LESE HUSBAND, A PHYSICIAN, BACK TO TOGO SIX YEARS AGO. SHE IS VERY
WELL CONNECTED POLITICALLY AND SOCIALLY. SHE WISHES TO VISIT THE US
IN EITHER FEBRUARY OR MARCH.

2. PURPOSE OF VISIT: MRS JOHNSON-AZOR HAS SUCCESSFULLY INTRODUCED
AFRO-AMERICAN ORIENTED HAIR AND SKIN CARE PREPARATIONS IN TOGO. SHE
HAS ALSO INTRODUCED THESE PRODUCTS IN A LIMITED WAY IN IVORY COAST,
THE REPUBLIC OF THE CONGO, GABON, ZAIRE, UPPER VOLTA AND BENIN. SHE
IS THE TOGOLESE REPRESENTATIVE OF JOHNSON PRODUCTS (ULTRA-SHEEN, ETC)
AND IMPERIAL DAX (HAIR CONDITIONERS, RELAXERS, SHAMPOOS ETC) SHE
ALSO SELLS POSNER AND PERMA-STRATE PRODUCTS MRS JOHNSON-AZOR
WISHES SPECIFICALLY TO VISIT THESE COMPANIES IN ORDER TO DISCUSS
DIFFICULTIES SHE HAS BEEN EXPERIENCING IN OBTAINING EXPEDITIOUS
FILLING OF ORDERS. THIS HAS CREATED LETTER OF CREDIT PROBLEMS AND
OTHER EXPENSES FOR HER. SHE WILL WISH TO DISCUSS POSSIBLE CREDIT
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PAGE 02 LOME 00055 061639Z

ARRANGEMENTS WITH THESE COMPANIES. SHE ALSO INTENDS TO PROPOSE
THAT SHE BECOME THE MANUFACTURERS REPRESENTATIVE IN AFRICA OF THESE
COMPANIES. IN THIS CONNECTION, SHE INTENDS TO SET UP A HAIRCARE
DEMONSTRATION SALON HERE IN LOME TO SHOW HOW THE PRODUCTS SHOULD
BE USED TO BEST EFFECT. MRS JOHNSON-AZOR WILL BE PREPARED TO
EXPLAIN THE ADVANTAGES OF THE WELL-RUN LOME FREE PORT AND THE
TOGOLESE CAPITALIST ECONOMY AS A POINT OF ENTRY INTO THE AFRICAN

MARKET FOR SUCH AMERICAN GOODS. SHE STATED ALSO THAT SHE WISHES TO MAKE AN ARRANGEMENT WITH AN EXPERIENCED FREIGHT-FORWARDER TO ASSEMBLE, CONTAINERIZE AND SHIP THE PRODUCTS SHE INTENDS TO BUY IN THE US. (PRESENT ARRANGEMENTS ARE HAPHAZARD AND INEFFICIENT; SHE HAS BEEN UNABLE TO OBTAIN SHIPPING FROM ABIDJAN OF FOUR TONS OF JOHNSON AND IMPERIAL DAX PRODUCTS WHICH WERE MISTAKENLY OFF-LOADED IN NOVEMBER)

3. ITINERARY: COMMERCE ASSISTANCE IS REQUESTED IN DEVELOPING AN ITINERARY. THE VISITOR WILL DEFINATELY WISH TO VISIT FOLLOWING:
JOHNSON PRODUCTS CO
8522 SOUTH LAFAYETTE AVE
CHICAGO, ILLINOIS 60620

IMPERIAL DAX
135 NEW DUTCH LANE
FAIRFIELD, NEW JERSEY 07006

PERMS-STRATE
3442 SUMMER AVE
MEMPHIS, TENNESSEE 3812
SHE HAS ALSO OBTAINED THE NAME OF FOLLOWING FIRM AS REPUTABLE FREIGHT FORWARDER:

SCAC, INC
4321 CHRYSLER BUILDING
405 LEXINGTON AVE
NEW YORK NEW YORK 10017

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PAGE 03 LOME 00055 061639Z

IN COURSE OF HER VISIT, MRS JOHNSON-AZOR HOPES TO SPEND A WEEK IN AN OUTSTANDING BEAUTY SALON OBSERVING APPLICATION OF THE PRODUCTS SHE IS BUYING. (SUGGEST THE JOHNSON BE CONTACTED FOR RECOMMENDATIONS IN EAST AND MIDDLE WEST.)

4. POTENTIAL PURCHASES: IMPOSSIBLE TO DETERMINE. VISITOR MADE SALES \$15,000 WORTH OF PRODUCTS IN 1976 ON EXPERIMENTAL BASIS. IF SHE CAN ESTABLISH HERSELF IN THE ORGANIZED MANNER SHE WISHES HER SALES POTENTIAL IS ENORMOUS.

5. MISCELLANEOUS INFORMATION: MRS JOHNSON-AZOR IS HAITIAN AND APPEARS TO COMPREHEND LITTLE ENGLISH AND SPEAK LESS. SHE SAYS SHE WILL NEED AN INTERPRETER; SHE APPARENTLY KNOWS PEOPLE IN THE NEW YORK HAITIAN COMMUNITY. SHE IS A SERIOUS BUSINESS-WOMAN AND HAS PLOWED ON WITH HER EFFORT TO IMPORT AND ESTABLISH THESE US PRODUCTS DESPITE HER LIMITED EXPERIENCE IN INTERNATIONAL TRADE. HER BROTHER IN LAW, DR FAADJI JOHNSON, IS MEMBER OF THE CENTRAL COMMITTEE OF TOGO'S SINGLE POLITICAL PARTY AND OVERSEAS THE NATIONAL DRUGSTORE CHAIN. HIS WIFE

OWNS TOGO'S LEADING DRUGSTORE. THE VISITOR'S BONA FIDES ARE
EXCELLENT. PALMER

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